The UNITED STATES MARINE CORPS

GOLDEN GATE
INTERNATIONAL EXPOSITION

U.S. Marine Corps. Publicity Bureau

The
UNITED STATES MARINE CORPS
EXHIBIT

GOLDEN GATE
INTERNATIONAL EXPOSITION

TREASURE ISLAND
SAN FRANCISCO, CALIFORNIA
1939

MARINE CORPS HISTORICAL LIBRARY

MARINE CORPS

OCT 11 1972

REFERENCE BRANCH

Mu 1208

LONG AND HONORABLE SERVICE

More than 163 years ago American Marines were active in the turbulent days of the Revolution. Marines of that period were authorized by an act of the Continental Congress on November 10, 1775, and served in America's fight for freedom. The U. S. Marine Corps was permanently established under the Constitution of the United States, July 11, 1798.

From its establishment to the present time, it has constituted an integral part of the Navy, has been identified with it in its achievements ashore and afloat, and has continued to receive from its most distinguished commanders the expression of their appreciation of its effectiveness as a part of the Navy.

Marines serve on capital ships of the fleet; they garrison navy yards and naval stations at home and abroad; they comprise emergency forces for the protection of lives and property of our citizens and they render constructive service in restoring peace and orderly government in disturbed areas.

Some of the equipment they use is shown in this exhibit. You may be interested in the display of flags, which once were the cherished emblems of our forefathers, and now remain as symbols of their gallant deeds in the days of the Revolution, or as evidences of the rapid growth of our country to a great nation of forty-eight States.

Their uniforms depict the evolution of clothing worn by the Soldiers of the Sea, from the somewhat gaudy yet picturesque patterns of more than a century ago, to the more conservative types in vogue today.

Stirring deeds have been performed by the U. S. Marines since they first embarked on wooden sailing vessels or fought shoulder to shoulder beside the Army in our War for Independence. During the intervening years they have taken part in all the big and little wars of the country, and have carried Old Glory to the uttermost ends of the earth.

Some of these episodes have been graphically depicted by J. Joseph Capolino, Director of Art at the Spring Garden Institute, of Philadelphia, and a Captain of the Marine Corps Reserve. After a study of their historic backgrounds, his brush has brought to the canvas some vivid and colorful impressions of the versatile career of the Marines. An artist of outstanding merit, one of Mr. Capolino's murals won for him the highest award in an exhibition at the Pennsylvania Academy of Fine Arts.

This Souvenir Brochure was prepared and printed by the U. S. Marine Corps Publicity Bureau, Depot of Supplies, Philadelphia, Pa., for distribution at the Golden Gate International Exposition.

EVOLUTION OF MARINE UNIFORMS

Uniforms of the U. S. Marines have followed prevailing trends of fashion in military garments since the days of the Revolution, and yet have retained a distinctiveness which belongs to the Corps alone.

Traces of the Napoleonic influence were evident in 1810. Tight-fitting trousers were worn by all ranks; the hair was powdered and cued. A scarlet sash, collar and other trimmings contrasted with an officer's blue coat, while yellow worsted bindings marked the uniform of a private. Boots and gaiters were still in vogue, likewise the leather stocks which won the Marines the name, "Leathernecks."

Several years later, in 1834, the Marines reverted for a time to the green coats worn during the Revolution. Officers' uniforms were less ornate, and light-gray trousers, free from enclosing boots and leggins, were worn. Caps, except for dress, were much the same as in an earlier period.

Blue again became the color of the Marine Corps uniform just prior to the Mexican War period, 1846-48. An officer's regalia was reminiscent of the period of 1810, less the high leather boots and tight-fitting trousers. The latter were now sky blue and somewhat darker than the shade worn by enlisted men, while even privates wore ornamental epaulettes.

Civil War days brought a more sombre trend in the military garb, with greater freedom in fit and comfort, although leather stocks were still retained. The contrasting dark blue coats and trousers were not unlike those which marked other Union troops. The fatigue (or kepi) cap was worn by all ranks in the field.

Some of the sartorial grandeur of former days was revived in the early 1900's. Spiked helmets were in vogue, but the leather stocks had vanished. A red horse-hair plume sprouted from a major's helmet, while contrasting shades of coats and trousers, with gold accessories for an officer and red chevrons worn by a sergeant, made each a glittering figure.

During the World War, the last vestige of superficial finery had vanished. A new uniform with a predominant forest green tone was the basic color, although many of the marines in France wore the army olive drab, as the Corps expanded faster than official uniforms could be supplied.

For dress purposes the Corps still retains the natty "dress blues" with the traditional high collar, glittering brass buttons and ornaments, and a white belt worn about the waist.

IN THE WAR OF 1812 U.S. MARINES PERFORMED VALIANT SERVICE WITH WINDER AT BLADENSBURG AND WITH JACKSON AT NEW ORLEANS ··· AT THE GREAT VICTORY OF LAKE ERIE THEY WERE WITH COMMODORE PERRY WHEN HE OFFERED THE COURTESY OF AN HONORABLE SURRENDER TO THE BRITISH ADMIRAL ROBERT H. BARCLAY
DON'T GIVE UP THE SHIP

SERVED WITH PERRY ON GREAT LAKES

To destroy the power of the British on the Great Lakes was the chief problem of Commodore Oliver Hazard Perry, who first directed the building of a small fleet and then met the enemy in a desperate battle on Lake Erie, September 10, 1813. The youthful Commodore, who was only 28 years old, outmaneuvered and outfought the British in the most important naval battle won by the Americans in the War of 1812. U. S. Marines served on each of the vessels of his fleet and several of them were either killed or wounded. Following the engagement, Perry accepted the sword of his vanquished opponent, and then sent this message to General Harrison: "We have met the enemy and they are ours—two ships, two brigs, one schooner and one sloop."

FROM 1821 TO 1835 THE U.S.MARINES TOOK PART IN COMMODORE DAVID PORTERS CAMPAIGN AGAINST PIRACY IN THE WEST INDIES --AT QUALLAH BATOO SUMATRA FEB. 5 1832 A DETACHMENT OF MARINES FROM THE FRIGATE POTOMAC UNDER LIEUTS. EDSON AND TERRET BROKE THROUGH THE STOCKADE AND CAPTURED THE FORTS OF THE MALAY PIRATES.

GAINED MASTERY OF MALAY PIRATES

Malay pirates had plundered the American ship Friendship and murdered some of her crew while the vessel was engaged in a peaceful trading mission in the harbor of Quallah Battoo, Sumatra, in 1831. In the following year the warship Potomac was sent to Sumatra to exact redress from the natives and to demand that safety should be accorded other commercial vessels in those waters. Stout resistance was encountered by the Bluejackets and Marines who found it necessary to attack and destroy three forts before the Sumatrans were subdued. Their chiefs, fearing further punishment, soon made overtures for peace.

Awarded the E. T. Stotesbury Prize, 1924, at the Pennsylvania Academy of Fine Arts, Philadelphia

FAMOUS AMERICAN FLAGS

FIRST NAVY JACK

The rattlesnake, spread across the thirteen stripes, is one of the earliest Colonial banners. Variants of this type of flag were flown in South Carolina, Virginia and elsewhere, and it was displayed as a "jack" from the bow of the Alfred, flagship of the Continental Fleet early in 1776, before the Declaration of Independence was signed. It bore the warning words: "Don't tread on me!"

THE GADSDEN FLAG

The yellow flag with its rattlesnake motif flew at the mainmast of the flagship Alfred, and was the standard of Commodore Esek Hopkins, who commanded the little squadron of America's first Continental Navy, which made a successful raid on the Bahamas in 1776, capturing guns, ammunition and supplies. This flag was presented to the Continental Congress by Colonel Christopher Gadsden of South Carolina.

CONTINENTAL FLAG

The pine tree in a white canton on a red banner was called the "Continental Flag," and was used by the Colonists in Massachusetts, while flags bearing the pine tree insignia were familiar throughout New England during the Revolution. Sometimes they bore the words: "An Appeal to God," or "An Appeal to Heaven." Washington's cruisers, on which Marines served, bore flags of the pine tree type, the tree appearing on a plain white banner.

GRAND UNION FLAG

The British insignia, or crosses of St. George and St. Andrew, appeared in the flag which was the immediate ancestor of Old Glory. Usually known as the "Grand Union Flag," it was hoisted by General Washington at Cambridge, Mass., in January, 1776, won honors afloat and ashore, and was carried ashore by the Marines on their expedition to the Bahamas. Later it was superseded by the Stars and Stripes.

FIRST STARS AND STRIPES

The Stars and Stripes design became the flag of our country when Congress resolved, on June 14, 1777: "That the flag of the thirteen United States be thirteen stripes, alternate red and white; that the union be thirteen stars, white in a blue field, representing a new constellation." Betsy Ross was the legendary maker of the first flag of this type, and for 162 years, with but few changes, it has been the standard of our country.

FIFTEEN STARS AND STRIPES

Two more stars and stripes were added to our flag in 1795, in view of the admission of Vermont and Kentucky to the Union in 1791 and 1792. For nearly a quarter of a century a flag of fifteen stars and stripes was an inspiration to a growing nation. Congress passed a law in 1818, returning the flag to its original design of thirteen stripes, and providing for new stars to be added as additional States came into the Union.

DON'T GIVE UP THE SHIP

The dying words of Captain James Lawrence, "Don't give up the ship," were scrawled boldly on the blue flag which Commodore Perry hoisted upon the masthead of his flagship in the Battle of Lake Erie, where he defeated the British Fleet on September 10, 1813. In this most noteworthy naval victory of the War of 1812, U. S. Marines fought most gallantly and several of them lost their lives.

DURING THE MEXICAN WAR 1846-1848 THE U.S.MARINES COMMANDED BY MAJOR TWIGGS LED THE ASSAULT AND HELPED TO CARRY THE CITADEL OF CHAPULTEPEC -- GENERAL SCOTT AND HIS STAFF WATCHING THE PROGRESS OF THIS BATTLE WHICH DETERMINED THE SUCCESS OF THE WAR AND INSPIRED THE "MARINES' HYMN": "FROM THE HALLS OF MONTEZUMA---"

TOOK GALLANT PART IN MEXICAN WAR

The frowning citadel of Chapultepec faced the American forces en route to Mexico City during the stirring days of our War with Mexico. With the forces, commanded by Major General Winfield Scott, was a battalion of U. S. Marines who had shared in the honors of the campaign with the Army. The Marines played a part in the assault and capture of the outward defenses of the city during which several men were killed, including one of their gallant leaders, Major Levi Twiggs. On September 14, 1847, the triumphant Americans marched into the city and soon afterward the Stars and Stripes floated over the Halls of the Montezumas, who were the Aztec rulers of Mexico before the coming of Cortez.

U·S·MARINES TOOK PART IN MANY ACTIONS OF THE CIVIL WAR · FOUGHT BOTH ON LAND AND SEA · THEY WERE AT FORT PICKENS · BULL RUN · NEW ORLEANS · PORT HUDSON · FORT SUMTER · ADMIRAL PORTER'S FLEET · AND WERE WITH ADMIRAL FARRAGUT IN HIS ATTACK ON MOBILE BAY · WHEN THE RAM TENNESSEE SURRENDERED ·

MANNED GUNS IN FARRAGUT'S FLEET

Admiral Farragut's fleet had dared shot, shell and torpedoes to enter Mobile Bay during the famous battle of that name on August 5, 1864. Only the inflexible courage of the famous Admiral could inspire the running of the formidable Confederate blockade and the fire from heavy guns both afloat and ashore. The monitor Tennessee with its heavy armor plate offered the most serious menace to Farragut's triumph, and the vessel was subdued only through the combined efforts of several Union war craft. The U. S. Marines bore a noteworthy part in the naval battle and several of them received Medals of Honor "for conspicuous good conduct at their guns."

BETWEEN 1867-1898 THE U·S·MARINES WERE IN ACTION IN FORMOSA·KOREA EGYPT
PANAMA·HAWAII AND THE MANY ENGAGEMENTS OF THE SPANISH-AMERICAN WAR—AT
THE BATTLE OF SANTIAGO·UNDER THE COMMAND OF LIEUTENANT RADFORD THEY DISTINGUISHED
THEMSELVES BY THEIR MARKSMANSHIP IN THE FIGHTING TOP OF THE U·S·S·TEXAS·

AIDED IN DEFEAT OF SPANISH SQUADRON

The Spanish Fleet was bottled up in the harbor of Santiago, Cuba, during the Spanish-American War. Upon receiving a command from his chief to take his squadron out of the harbor immediately, Admiral Cervera endeavored to run through the blockade of American warships, regardless of the consequences. His entire squadron of six vessels was destroyed on July 3, 1898, by the deadly fire of American gunners as the Spanish vessels passed through the narrow mouth of the harbor in an effort to reach the open sea. It was a complete victory for the Americans. Much of the destruction was caused by the secondary batteries manned by the U. S. Marines on the Texas and other American vessels of war.

ON THE NIGHT OF NOVEMBER 10-11 1918 THE 1ST AND 2ND BATTALIONS 5TH REGIMENT OF MARINES UNDER THE COMMAND OF MAJOR HAMILTON CROSSED THE MEUSE OVER A NARROW FOOTBRIDGE AFTER THE ENEMY HAD LAID DOWN A TERRIFIC COUNTER BARRAGE WHICH DESTROYED ONE BRIDGE THEY PUSHED THE ATTACK AGAINST A STRONGLY ORGANIZED POSITION ON THE RIGHT BANK AND ESTABLISHED A STRONG BRIDGEHEAD
EXCERPT FROM MAJOR HAMILTON'S CITATION
FIFTH REGIMENT
U.S. MARINE CORPS

MARINES DROVE FOE OVER THE MEUSE

Behind the valiant Second Division lay their victories at Belleau Wood, Soissons, St. Mihiel and the Champagne, and the harassed German forces were gradually pushed back to the east side of the Meuse, still resisting the American advance with every weapon at their command. The enemy thwarted the first attempts of the 2nd Engineers to bridge the river. On the night of November 10, 1918, in the face of heavy fire, two battalions of the Fifth Regiment of Marines succeeded in crossing the stream on a narrow footbridge, driving the foe before them and establishing a bridgehead on the farther bank. It was the final victorious drive of the Marines. In the morning the Armistice was signed.

MARINE CORPS HISTORICAL LIBRARY

M.C.P.B. 72387 1-26-39 50M.

VE506.U5 1939

U.S. Marine Corps. Publicity
AUTHOR Bureau
The United States Marine Corps
TITLE exhibit
Mu 1208

The United States Marine Corps exhibit
Mu 1208

#19878558

Library of the Marine Corps

3000199048